

# Digital Marketing Challenge

## Overview Guide

April 27 - May 31

**Overview |** The Digital Marketing Challenge will provide an opportunity for participants to demonstrate the knowledge and skills needed by digital marketers. Participants in the Digital Marketing Challenge will:



### Reach out to local businesses

and present their digital marketing services. Learn how to close a client for 4-week digital marketing engagement



### Assess and develop a client's online presence

(website/landing page/ Google My Business)



### Evaluate how a client generates traffic and develop a digital marketing plan

for a new traffic source (Facebook, YouTube, Instagram)



Develop the client's email or **social media plan**



Learn valuable digital marketing skills for **future employment opportunities**



Gain a **Digital Marketing Certification** for your resume



Gain experience for your **Integrated Marketing Campaigns, Business Operations Research, and Business Solutions Project Management** events! This marketing challenge gives members a competitive edge in their competition for the 2020-21 academic year.

### DIGITAL MARKETING CHALLENGE AT-A-GLANCE

- 1 Register as a class, DECA chapter, or an individual on the Digital Marketing Challenge registration website.  
*(Teams up to three members are permitted.)*
- 2 Create a free Business Glu account to access webinars, marketing content, and weekly tasks.
- 3 Attend the introduction webinar on April 29, 1:00 p.m.
- 4 For week 1, 2, and 3, receive digital marketing training and apply it to your chosen business.
- 5 Turn in weekly tasks for feedback and guidance with the Digital Marketing Challenge.
- 6 At the end of week 4, create a video demonstrating your marketing experience.
- 7 The highest scoring videos will be evaluated by Washington DECA staff and publicly voted on. The top three teams will receive scholarships.

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<b>Who can participate?</b>	You may participate in the Digital Marketing Challenge as a class (lead by a teacher) or as individuals not affiliated with a class or school. If you are participating as a class, you may work individually or in a team of up to 3 students.
<b>Training Components</b>	As participants, each week you will review the material which will include videos and/or PDF documents and attend a live webinar.
<b>Weekly Webinars</b>	Weekly webinars occur every Wednesday at 1:00 p.m. PST. During the weekly webinars, the Marketing Counts team will answer any questions you might have. It will be recorded and uploaded for you to access along with other weekly materials. Teachers are welcome and encouraged to participate in weekly webinars.
<b>Weekly Tasks</b>	<p>By the end of each week, participants will have Weekly Tasks to complete. If you are participating as a class, you will submit the Weekly Tasks to your teacher. If you are participating individually, you will submit the Weekly Tasks to <a href="mailto:nicole@wadeca.org">nicole@wadeca.org</a>.</p> <p>Upon turning in the Weekly Tasks, participants will receive a “mock score/grade” along with teacher comments to further guide their learning and digital marketing project.</p>
<b>Video Project</b>	During week 4, the participant(s) will create and submit a video-overview of their digital marketing project. These video submissions will be given a score and the top scoring individual and school submissions will compete at the state level. Washington DECA staff will evaluate the state level video submissions and choose the top five submissions to be voted on by the public. Three winners will be announced for the Digital Marketing Challenge. (For classes with 10 or more teams, the teachers will select one winning project for every 10 teams.)
<b>Scholarships</b>	<p>The top three winning teams will be awarded a one-time scholarship to cover their DECA conference (WRLC, SCDC, ICDC) registration fee for the 2020-2021 school year. If the team consists of a graduating senior, the senior will instead be awarded a one-time cash scholarship for their undergraduate education in a college or university. The top three winning teams will be awarded:</p> <p style="text-align: right;">1st place - \$420.00 2nd place - \$280.00 3rd place - \$140.00</p>

**In order to participate in the Digital Marketing Challenge, you will need to register in **two different sites**. These sites are now open and will close April 30.**

- 1) [Business Glu curriculum and training registration: Click here.](#)  
*Each participant will need to register.*
- 2) [Digital Marketing Challenge registration for chapters/individuals: Click here.](#)  
*DECA advisors can register their class/chapter or students can register individually.*

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### [Introduction | Week of April 27 - May 1](#)

This week we will be introducing you to the Marketing Challenge and our 3 Pillars. We also call it our **FTE formula**. The first Pillar is your business Foundation (F); we will evaluate your business's current website and enhance/create new websites/landing pages and Google My Business. In the second Pillar, we will teach you how to generate Traffic (T) for your clients, and the last Pillar is Engagement (E) where you will develop your client's email or social media plan.

We will dive into the FTE formula in detail in the coming weeks. This week, we will focus on generating a client list and brainstorming which clients to reach out to.

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#### **Learning Objective:**

- Explain FTE formula
- Discuss how to obtain clients
- Brainstorm what clients (prospects) to reach out to
- Input data in client acquisition spreadsheet

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#### **Live webinar: 4/29/2020 at 1 p.m. PST**

Log into the Business Glu application/portal to register for the webinar or view the replay.

Students may attend a weekly webinar to ask questions about the weekly challenge and weekly deliverables. Each webinar will have a 15 min recap of material for the week, and a Q&A session to follow. The webinar and Q&A will be recorded and available to watch.

If a student cannot attend the webinar, they can submit their question(s) in advance to their advisor to pass along.

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#### **Weekly Task:**

- Generate a list of potential businesses using the client acquisition spreadsheet

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### Week #1: Foundation | Week of May 4 - 8

This week we will focus on our first marketing pillar: **Foundation**. Just like a house needs a foundation, so does a business. When talking about Foundation in the Digital Marketing space, we mean your Digital Foundation. These include your website, lead capture pages, Google My Business, and a well-thought-out Digital Marketing plan.

*Example: Let's say a local flower shop wants to set up their services online. The first thing they will need is a website or a lead capture page. If the shop doesn't have that, they won't be able to tell people to go online. The website is part of the flower shop's Foundation. Having no website means having no place to take orders.*

This week you will be learning how to evaluate your client's website to increase conversions (meaning what tweaks can they make to get more sales from the same traffic). You will also learn what a landing page is and how to create one using a software called Online Sales Pro.

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#### Learning Objective:

- Explain the basics of Search Engine Optimization (SEO)
- Evaluate your client's website and recommend ideas to increase conversions
- Build a lead capture page with Online Sales Pro (OSP)
- Assess your client's Google My Business account

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#### Live Webinar: 5/6/2020 at 1 p.m. PST

Log into the Business Glu application/portal to register for the webinar or view the replay.

Each Wednesday, students may attend a webinar to ask questions about the weekly challenge and weekly deliverables. Each webinar will have a 15 min recap of material for the week and a Q&A session to follow.

The webinar and Q&A will be recorded and available to watch.

If a student cannot attend the webinar, they can submit their question(s) in advance to their advisor to pass along.

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#### Weekly Tasks:

- Evaluate your client's current website/foundation based on SEO and conversion techniques you have learned
- Create a **free** Online Sales Pro account and design a lead capture page using Online Sales Pro (OSP)
- Evaluate your client's Google My Business account

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### Week #2: Traffic | Week of May 11-15

This week we will focus on our second marketing pillar: **Traffic**. Once you have the Foundation established, you need to drive traffic to capture leads and generate sales. Without traffic, there are no sales.

*Example: Let's say you open a lemonade stand in your driveway. Fantastic, you have your Foundation. But there is no one walking by the house so you don't sell anything. In other words, you don't have any Traffic. You decide to get online to your neighborhood Facebook group and make a post saying you have a lemonade stand and you ask people to stop by. Your neighbours see that post and stop by to support you. Now you made a sale and you asked them if they want to leave an email behind so next time you have a lemonade stand, you can be told via email. They give you their email and you have captured a lead.*

In the above example, your lemonade stand was your Foundation. Facebook group was your Traffic source and you captured the lead by getting your customer's email.

You will be doing the same thing for your client this week. You have already set up their Foundation and lead capture page last week. This week we will show you several ways to generate Traffic for them.

Work with your client and pick the one that is right for them. Only focus on one for this week.

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#### **Learning Objective:**

- Identify digital traffic methods for your client
- Create your client's traffic strategy

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#### **Live Webinar: 5/13/2020 at 1 p.m. PST**

Log into the Business Glu application/portal to register for the webinar or view the replay.

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#### **Weekly Tasks:**

- Evaluate your client's current traffic needs and create your client's traffic strategy

### Week #3: Engagement | Week of May 18-22

This week we will focus on our third pillar: **Engagement**. Once you have your Foundation established and start generating Traffic and collecting leads, you will need to engage with your leads. Engagement could be a simple follow-up with email or a phone call. It can also be on social media to build the brand.

*Example: Let's look at the lemonade stand example from last week. After setting up your stand (Foundation), and getting people to your stand (Traffic from Facebook groups), and collecting leads (asking people for their emails), now you need to engage with your leads (people who are already interested since they bought from you).*

A quick way to engage with your leads is to send them an email the next time you have your lemonade stand open. Another option is to send them an email with a coupon code or they get half-off their purchase if they bring a friend. The point is that you are engaging with your current leads.

This week, you will learn about the different ways your client can engage with their leads and you will create a social media plan for them.

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#### **Learning Objective:**

- Discuss proper marketing engagement methods
- Develop a client engagement strategy
- Create a social media marketing calendar
- Understand email marketing best practices

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#### **Live Webinar: 5/20/2020 at 1 p.m. PST**

Log into the Business Glu application/portal to register for the webinar or view the replay.

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#### **Weekly Tasks:**

- Evaluate the client's current engagement process
- Create the client's engagement strategy and social media calendar

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### [Week #4: Wrap Up | Week of May 25-29](#)

Congratulations! You completed the Digital Marketing Challenge. We hope you enjoyed the challenge as much as we enjoyed hosting it.

This week, you will make your final presentation that is similar to a live DECA competition. This will allow you to demonstrate how you grasped the marketing concepts presented in this challenge. We encourage you to revisit your Weekly Tasks mock scores/comments from week 1, 2, and 3.

Your submission will be in a video format and will be given a score by your advisor (or the Washington DECA staff if you participated as an individual). The team(s) with the top scores in your school will compete at the state level where Washington DECA will view the top scoring videos and select five to be voted on by the public.

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#### **Live Webinar: 5/27/2020 at 1 p.m. PST**

Log into the Business Glu application/portal to register for the webinar or view the replay.

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#### **Weekly Tasks:**

- Fill out the Digital Marketing Challenge survey
- Work on wrap up video
- Teacher collects business feedback

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